

Community Needs Assessment Committee Notes

March 26, 2007

Attendees: Barbara Brookmyer, Margo Smith, Margaret Nusbaum, David Liddle, Rev. Esther Ziegler, Christal Henson, Angela Blair, Maria Beyer

1- The goal of this meeting was to examine the PRC (Professional Research Consultants, Inc.) Base Survey questions and discuss possible changes.

Points for consideration:

- Existing questions come from a national survey so any tweaking of the questions would eliminate the national data standard comparisons
- Before we can add questions, we will need to remove questions to keep the survey at about 140 questions and 18 minutes in length.
- The committee discussed multiple questions for elimination or modification as well as potential new questions for addition to the survey.

2- A conference call was held with Bruce Lockwood, Community Health Division Director of PRC.

- Mr. Lockwood responded to all of the committee's questions concerning the above survey questions or agreed to get back to the committee with further information/recommendations.

3- Marketing and Outreach

- E-mail ideas about promotion to Margo.
- E-mail ideas to Margo about who should participate in focus groups categories:
- Need to craft message carefully so that if people are not surveyed they will not feel left out. May want to explain that although we may not talk to you, it doesn't mean we have not talked to someone like you,....
- Will there be a time delay when person answers phone and what if someone is on the do not call list? (Mr. Lockwood: No. Not using automated dialers.)
- Some communities have promoted in languages other than English but Mr. Lockwood does not believe that it made a difference in the response rate.
- The interviewers are bilingual.

4- Timeline

- It is generally about a 12-week process once the questions are finalized. It would start after the survey questions are finalized. About a week to script the survey for the interviewing stations and then there is a window of about a 6-week queue for the start of the interview window. They can work around certain dates if we have any.

5- Next meeting: **April 11, 2007 in the Health Department Health Officer's Conference Room at 3 pm.**